



# CITIZENS FOR A SCENIC WISCONSIN, INC

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*Pictures from Wisconsin's  
Rustic Roads*

## PRESS RELEASE

### Historic Downtown Stoughton – Scenic Beauty Award

FOR IMMEDIATE RELEASE

October 27, 2008

FOR MORE INFORMATION CONTACT

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STOUGHTON – Citizens for a Scenic Wisconsin, a statewide membership organization dedicated to preserving and enhancing the scenic character of Wisconsin's communities and countryside, announced Monday it has given a 2008 Scenic Beauty Award to Stoughton's Historic Downtown.

Citizens for a Scenic Wisconsin, established the Scenic Beauty Award program in 2006. The purpose of the award is to recognize the people and organizations who preserve and protect the special scenic places that make Wisconsin such a wonderful place to live, work and visit.

“Stoughton's historic downtown is a jewel of south-central Wisconsin,” said Stoughton Mayor Helen Johnson. “I am grateful that the Citizens for a Scenic Wisconsin has recognized our community with this award and I would like to thank our state Rep. Gary Hebl for nominating Stoughton. From our vibrant community festivals such as Syttende Mai to the historic nature of the downtown architecture to our friendly community, I am pleased to see that Citizens for a Scenic Wisconsin have recognized Stoughton in this way.”

Charles Weeth, executive director of Citizens for a Scenic Wisconsin, said Stoughton was one of 12 communities across the state recognized for having particular scenic beauty.

“Stoughton is such an appealing community to live, work and visit. There were a lot of things that Stoughton has done right over the years to make it such a livable community,” Weeth said. “So often people do all this work and no one ever says thanks. This is our chance to say thanks to all the people who make Stoughton the wonderful place that it is.”

In Rep. Hebl's letter nominating Stoughton for the award, Hebl said the use and preservation of Stoughton's history should serve as a model for other communities. Hebl noted that many towns have to go through expensive gentrification projects to put their downtowns back together. What Stoughton has done is to preserve its history all the way along.

“I was proud to nominate Stoughton Historic Downtown for the Scenic Beauty Award,” said State Representative Gary Hebl (D-46th Assembly District). “This is a wonderful award, which recognizes the hard work of communities around the State of Wisconsin. I truly believe Stoughton is very worthy recipient of the Scenic Beauty Award.”

**Award Presentation:** Tuesday, Nov. 11, 2008 at 7 p.m. at the regular Common Council meeting, Stoughton City Hall, 381 E. Main St., Stoughton WI.

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